

Exhibit B

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,967,811
Registered July 12, 2005

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



PEPPERDINE UNIVERSITY (CALIFORNIA NON-
PROFIT CORPORATION)
24255 PACIFIC COAST HIGHWAY
MALIBU, CA 90263

FOR: CLOTHING, NAMELY, TEE-SHIRTS,
SWEATSHIRTS, SWEATPANTS, HATS, CAPS,
SWEATERS, JACKETS, BOXER SHORTS, SOCKS,
TANKTOPS, AND SHORTS, IN CLASS 25 (U.S. CLS.
22 AND 39).

FIRST USE 6-1-2003; IN COMMERCE 6-1-2003.

FOR: EDUCATION AND ENTERTAINMENT
SERVICES, NAMELY, PROVIDING COURSE OF
INSTRUCTION AT THE UNIVERSITY LEVEL; EDU-
CATIONAL RESEARCH; ARRANGING AND CON-
DUCTING INTERCOLLEGIATE ATHLETIC
COMPETITIONS AND TOURNAMENTS, ORGA-

NIZING AND CONDUCTING EDUCATIONAL EX-
HIBITIONS IN THE AREAS OF ART, CULTURE,
TECHNOLOGY, AND OTHER SUBJECTS OF IN-
TEREST TO THE UNIVERSITY COMMUNITY; AR-
RANGING AND CONDUCTING EDUCATIONAL
CONFERENCES, ENTERTAINMENT SERVICES IN
THE NATURE OF LIVE MUSICAL AND OTHER
PERFORMING ARTS PERFORMANCES, AND OR-
GANIZING AND CONDUCTING CULTURAL, ART,
ATHLETIC AND ACADEMIC FESTIVALS, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-1-2003; IN COMMERCE 6-1-2003.

SN 76-523,320, FILED 6-17-2003.

JENNIFER CHICOSKI, EXAMINING ATTORNEY

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

Input Field	Entered
REGISTRATION NUMBER	2967811
REGISTRATION DATE	07/12/2005
SERIAL NUMBER	76523320
MARK SECTION	
MARK	PEPPERDINE WAVES (stylized and/or with design)
ATTORNEY SECTION (current)	
NAME	Daniel M. Cislo
FIRM NAME	CISLO & THOMAS, LLP
STREET	233 WILSHIRE BOULEVARD, SUITE 900
CITY	SANTA MONICA
STATE	California
POSTAL CODE	90401-1211
COUNTRY	United States
PHONE	(310) 451-0647
FAX	(310) 394-4477
ATTORNEY SECTION (proposed)	
NAME	Daniel M. Cislo
FIRM NAME	CISLO & THOMAS, LLP
STREET	1333 2nd Street, Suite 500
CITY	SANTA MONICA
STATE	California
POSTAL CODE	90401
COUNTRY	United States
PHONE	(310) 451-0647
FAX	(310) 394-4477
DOCKET/REFERENCE NUMBER	03-12087
OTHER APPOINTED ATTORNEY	Kelly W. Cunningham, Esq., Reg. No. 43,570; David B. Sandelands, Esq., Reg. No. 46,023; Sarah A. Brown, Esq., Reg. No. 47,455; Mark D. Nielsen, Esq., Reg. No. 52,068; Sean O'Brien, Esq., Reg. No. 52,080; Peter S. Veregge, Esq., Reg. No. 55,698; C. Wook Pak, Esq., Reg. No. 50,504; Kristin B. Kosinski, Esq., Reg. No. 45,599
CORRESPONDENCE SECTION (current)	
NAME	DANIEL M. CISLO

FIRM NAME	CISLO & THOMAS, LLP
STREET	233 WILSHIRE BOULEVARD, SUITE 900
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COUNTRY	United States
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CORRESPONDENCE SECTION (proposed)

NAME	DANIEL M. CISLO
FIRM NAME	CISLO & THOMAS, LLP
STREET	1333 2nd Street, Suite 500
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STATE	California
POSTAL CODE	90401
COUNTRY	United States
PHONE	(310) 451-0647
FAX	(310) 394-4477
DOCKET/REFERENCE NUMBER	03-12087

GOODS AND/OR SERVICES SECTION

INTERNATIONAL CLASS	025
GOODS OR SERVICES	clothing, namely, tee-shirts, sweatshirts, sweatpants, hats, caps, sweaters, jackets, boxer shorts, socks, tanktops, and shorts

SPECIMEN FILE NAME(S)

ORIGINAL PDF FILE	SPN0-66808318-151635142 .. PEPPERDINE_WAVES_Specimen_Class_25.PDF
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\\EXPORT11\\IMAGEOUT11\\765\\233\\76523320\\xml2\\8150002.JPG
	\\TICRS\\EXPORT11\\IMAGEOUT11\\765\\233\\76523320\\xml2\\8150003.JPG
SPECIMEN DESCRIPTION	internet page showing the mark on the goods at the point of sale
INTERNATIONAL CLASS	041
GOODS OR SERVICES	education and entertainment services, namely, providing course of instruction at the university level; educational research; arranging and conducting intercollegiate athletic competitions and tournaments, organizing and conducting educational exhibitions in the areas of art, culture, technology, and other subjects of interest to the university community; arranging and conducting educational conferences, entertainment services in the nature of live musical and other performing arts performances, and organizing and conducting cultural, art, athletic and academic festivals

SPECIMEN FILE NAME(S)

ORIGINAL PDF FILE	SPN1-66808318-151635142 .. PEPPERDINE_WAVES_Specimen_Class_41.PDF
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\\EXPORT11\\IMAGEOUT11\\765\\233\\76523320\\xml2\\8150004.JPG

\\TICRS\EXPORT11\IMAGEOUT11\765\233\76523320\xml2\8150005.JPG	
SPECIMEN DESCRIPTION	
internet page showing the mark used in association with the services	
OWNER SECTION (current)	
NAME	Pepperdine University
STREET	24255 Pacific Coast Highway
CITY	Malibu
STATE	California
ZIP/POSTAL CODE	90263
COUNTRY	United States
LEGAL ENTITY SECTION (current)	
TYPE	NON-PROFIT CORPORATION
STATE/COUNTRY WHERE LEGALLY ORGANIZED	California
LEGAL ENTITY SECTION (proposed)	
TYPE	NON-PROFIT CORPORATION
STATE/COUNTRY WHERE LEGALLY ORGANIZED	California
PAYMENT SECTION	
NUMBER OF CLASSES	2
NUMBER OF CLASSES PAID	2
SUBTOTAL AMOUNT	600
TOTAL FEE PAID	600
SIGNATURE SECTION	
SIGNATURE	/DanielMCislo/
SIGNATORY'S NAME	Daniel M. Cislo
SIGNATORY'S POSITION	Attorney of Record, Reg. No. 32,973, California State Bar Member
DATE SIGNED	04/26/2011
PAYMENT METHOD	DA
FILING INFORMATION	
SUBMIT DATE	Tue Apr 26 15:22:07 EDT 2011
TEAS STAMP	USPTO/S08N15-XX.XX.XX.XX- 20110426152207819866-2967 811-480616fe0348ed8c22e70 c67fd6d2522a6c-DA-1954-20 110426151635142059

Combined Declaration of Use and Incontestability under Sections 8 & 15

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 2967811

REGISTRATION DATE: 07/12/2005

MARK: (Stylized and/or with Design, PEPPERDINE WAVES)

The owner, Pepperdine University, NON-PROFIT CORPORATION legally organized under the laws of California, having an address of 24255 Pacific Coast Highway

Malibu, California 90263

United States

is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 025, the mark is in use in commerce on or in connection with **all** of the goods or services listed in the existing registration for this specific class: clothing, namely, tee-shirts, sweatshirts, sweatpants, hats, caps, sweaters, jackets, boxer shorts, socks, tanktops, and shorts; **and** the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with **all** goods or services listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods or services exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) internet page showing the mark on the goods at the point of sale.

Original PDF file:

[SPN0-66808318-151635142 . PEPPERDINE WAVES Specimen Class 25.PDF](#)

Converted PDF file(s) (2 pages)

[Specimen File1](#)

[Specimen File2](#)

For International Class 041, the mark is in use in commerce on or in connection with **all** of the goods or services listed in the existing registration for this specific class: education and entertainment services, namely, providing course of instruction at the university level; educational research; arranging and conducting intercollegiate athletic competitions and tournaments, organizing and conducting educational exhibitions in the areas of art, culture, technology, and other subjects of interest to the university community; arranging and conducting educational conferences, entertainment services in the nature of live musical and other performing arts performances, and organizing and conducting cultural, art, athletic and academic festivals; **and** the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with **all** goods or services listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods or services exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) internet page showing the mark used in association with the services.

Original PDF file:

[SPN1-66808318-151635142 . PEPPERDINE WAVES Specimen Class 41.PDF](#)

Converted PDF file(s) (2 pages)

[Specimen File1](#)

[Specimen File2](#)

The registrant's current Attorney Information: Daniel M. Cislo of CISLO & THOMAS, LLP

233 WILSHIRE BOULEVARD, SUITE 900

SANTA MONICA, California (CA) 90401-1211

United States (USX)

The registrant's proposed Attorney Information: Daniel M. Cislo of CISLO & THOMAS, LLP

1333 2nd Street, Suite 500
SANTA MONICA, California (CA) 90401
United States (USX)

The docket/reference number is 03-12087.

The phone number is (310) 451-0647.

The fax number is (310) 394-4477.

The registrant's current Correspondence Information: DANIEL M. CISLO of CISLO & THOMAS, LLP
233 WILSHIRE BOULEVARD, SUITE 900
SANTA MONICA, California (CA) 90401-1211
United States (USX)

The registrant's proposed Correspondence Information: DANIEL M. CISLO of CISLO & THOMAS, LLP

1333 2nd Street, Suite 500
SANTA MONICA, California (CA) 90401
United States (USX)

The docket/reference number is 03-12087.

The phone number is (310) 451-0647.

The fax number is (310) 394-4477.

A fee payment in the amount of \$600 will be submitted with the form, representing payment for 2 class(es), plus any additional grace period fee, if necessary.

Declaration

The mark is in use in commerce on or in connection with the goods and/or services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce. The mark has been in continuous use in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce. There has been no final decision adverse to the owner's claim of ownership of such mark, or to the owner's right to register the same or to keep the same on the register; and there is no proceeding involving said rights pending and not disposed of either in the U.S. Patent and Trademark Office or in the courts.

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Signature: /DanielMCislo/ Date: 04/26/2011

Signatory's Name: Daniel M. Cislo

Signatory's Position: Attorney of Record, Reg. No. 32,973, California State Bar Member

Mailing Address (current):

CISLO & THOMAS, LLP
233 WILSHIRE BOULEVARD, SUITE 900
SANTA MONICA, California 90401-1211

Mailing Address (proposed):

CISLO & THOMAS, LLP
1333 2nd Street, Suite 500
SANTA MONICA, California 90401

Serial Number: 76523320

Internet Transmission Date: Tue Apr 26 15:22:07 EDT 2011

TEAS Stamp: USPTO/S08N15-XX.XX.XX-201104261522078

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6d2522a6c-DA-1954-20110426151635142059

4/26/2011

Pepperdine Waves Youth Ash Big Logo...

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Order today, receive no later than
Monday, May 2nd
Some limitations apply
\$4.99 3-day shipping. Need it faster?

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Pepperdine Waves Youth Ash Big Logo Long Sleeve T-shirt

In Stock - Receive by May 2nd

Price: \$17.95

Select Size

Size Chart

Quantity

This portion of the requested page has been
redacted

Description

Let your young fan show their support for Pepperdine with this Big Logo long sleeve tee featuring distressed graphics on the chest!

Lightweight ribbed T-shirt
Distressed screen print graphics
Rib-knit collar & cuffs
Imported
90% Cotton/10% Polyester
Officially licensed NCAA product

4/26/2011

Pepperdine Waves Youth Ash Big Logo...



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...pepperdinesports.com/.../Pepperdine...

2/2

Pepperdine University Official Athletic Site - Windows Internet Explorer
http://www.pepperdinesports.com/trads/pepp-trads.html

Windows Live pepperdine university What's New Profile Mail Photos Calendar MSN Sign in Time Matters

Favorites Suggested Sites Microsoft Best of the Web Channel Guide Internet Start Microsoft PAIR Page Web Slice Gallery

Pepperdine University Official Athletic Site

Pepperdine Athletics Hall of Fame Induction
ALL-FAV
Steve Smith
Janna Kovacevich
October 17, 2010
TICKETS RECruits MULTIMEDIA

THE OFFICIAL WEBSITE OF PEPPERDINE UNIVERSITY ATHLETICS
PEPPERDINE
SCHEDULES INSIDE ATHLETICS CHAMPIONS FAN CENTRAL

General Information Men's Basketball Tickets
Group Tickets Women's Basketball
All-Sports Pass Tickets
Men's Volleyball Tickets
Women's Volleyball
Tickets
Baseball Tickets
Women's Soccer Tickets
Men's Water Polo Tickets

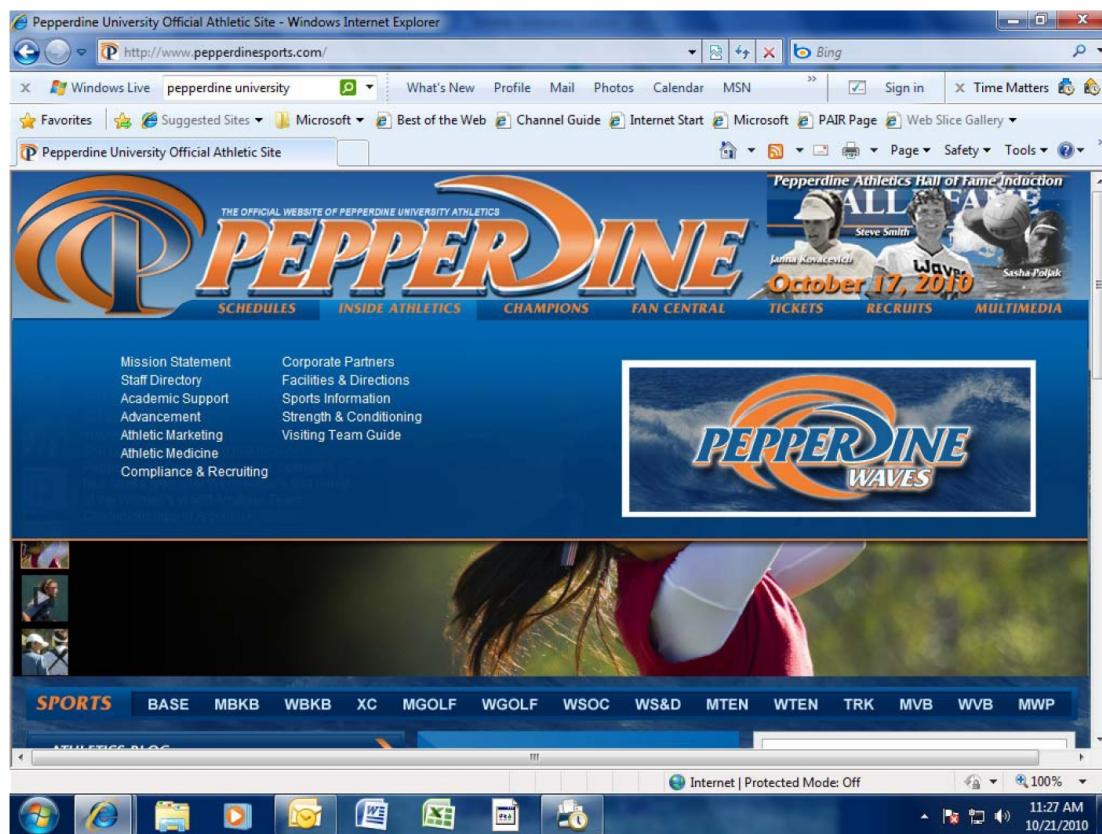
PEPPERDINE WAVES

Visit the links below to learn more about some of Pepperdine's athletic success and traditions.

- [National Championships](#)
- [Conference Championships](#)
- [Hall of Fame](#)
- [All-Americans](#)
- [Student-Athlete Award Winners](#)
- [Olympians](#)
- [Pepperdine Football \(1946-61\)](#)
- [Pacific Coast Highway Challenge](#)
- [Cheerleading](#)
- [The Pepp Band](#)
- [Pepperdine Dance Team](#)
- [Jr. Waves Club](#)
- [Pepperdine Mascot](#)
- [Nickname: the Waves](#)
- [School Colors: Blue & Orange](#)
- [Dannerdine Fight Song](#)

http://www.pepperdinesports.com/trads/pepp-trads.html#

Internet | Protected Mode: Off 100% 11:30 AM 10/21/2010



ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 2967811



Serial Number: 76523320



RAM Sale Number: 1954

RAM Accounting Date: 20110427

Total Fees: \$600

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Number of Classes Paid</u>	<u>Total Fee</u>
§8 affidavit	7205	20110426	\$100	2	2	\$200
§15 affidavit	7208	20110426	\$200	2	2	\$400

Physical Location: 900 - FILE REPOSITORY (FRANCONIA)

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20110426



Side - 1



**NOTICE OF ACCEPTANCE AND
ACKNOWLEDGEMENT OF §§8 & 15
DECLARATION**
MAILING DATE: May 18, 2011

The combined declaration of use and incontestability filed in connection with the registration identified below meets the requirements of Sections 8 and 15 of the Trademark Act, 15 U.S.C. §1058 and 1065. The combined declaration is accepted and acknowledged. The registration remains in force.

For further information about this notice, visit our website at: <http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov>.

REG NUMBER: 2967811
MARK: PEPPERDINE WAVES AND DESIGN
OWNER: Pepperdine University

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL
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PAID

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